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I hereby certify that this correspondence is being deposited with the United States Postal Service on the date set forth below as First Class Mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450. Date and Signature of Deposit: July 21, 2003

John T. Pienkos

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Pienkos, John T.
Serial No.: 09/626365
Filing Date: July 23, 2000
Title: Apparatus and Method for Providing Product Location Information to Customers in a Store
Examiner: Andrew Joseph Rudy
Art Unit: 3627

REPLY

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RECEIVED
JUL 29 2003
GROUP 3600

Dear Sir:

In response to the Office Action dated June 23, 2003, the Applicant respectfully provides the following Remarks.

Remarks

In this Office Action, the Examiner indicated that the Reply filed by the Applicant on April 30, 2003 was not fully responsive to the previous Office Action, and required the Applicant to clarify the Applicant's species election by selecting one of the figures and to identify the claims that read on the elected species. The Applicant has done so below.

The Applicant appreciates the Examiner's recognition that the April 30th Reply was a *bona fide* attempt to respond to the previous Office Action, and also appreciated the opportunity to speak briefly with the Examiner several days after the present Office Action was mailed regarding how the Applicant could more appropriately respond to the present Office Action. In the April 30th Reply, claims 1-19 (Group I) were elected without traverse, and without prejudice to the filing of any divisional application(s).